

Launching of IDEOPOLIS
Knowledge City @ Bengal
The New Age Analytics Hub

10th December, 2014
Taj Bengal, Kolkata

Business Analytics Innovation Summit @ B E N G A L



BCC&I
THE BENGAL CHAMBER

It has always been the endeavour of The Bengal Chamber of Commerce and Industry (BCC&I) to be the catalyst and facilitator of Business @ Bengal. Towards this end, its latest initiative is to showcase:

- *The cutting-edge developments in Analytics, which is a game-changer in IT application.*
- *Kolkata as a "niche city" specializing in IT applications rather than only as a traditional IT hub.*
- *The concept of "IDEOPOLIS", a proposed Analytics Hub annexed to Kolkata.*

Programme

10.00 a.m. – 10.30 a.m.	Registration & Tea Coffee
10.30 a.m. – 12.00 p.m.	The Curtain Raiser
10.30 a.m. – 10.35 a.m.	Welcome Address by Dr. Alok Roy, President, The Bengal Chamber of Commerce and Industry
10.35 a.m. – 10.45 a.m.	Setting the Agenda: Mr. Ambarish Dasgupta , President Designate, The Bengal Chamber and Partner and Head Management Consulting and Eastern Regional Leader, KPMG Advisory Services Pvt. Ltd.
10.45 a.m. – 11.00 a.m.	Inaugural Address by Dr. Amit Mitra , Hon'ble Minister-in-Charge, Finance and Excise, Commerce and Industries, Information Technology and Electronics, Industrial Reconstruction, Government of West Bengal
11.00 a.m. – 11.55 p.m.	Leadership Addresses: Mr. Chandrashekar Kakal , Chief Operating Officer and Member of Board, L&T Infotech Mr. Sudipta K. Sen , Regional Director-South East Asia, Vice Chairman & Board Member – India, SAS Institute (India) Pvt. Ltd Mr. Aparup Sengupta , Executive Chairman and Board Member, The Minacs Group
11.55 p.m. – 12.00 p.m.	Vote of Thanks by Mr. P Roy, Director General, The Bengal Chamber
12.00 p.m. – 12.05 p.m.	Changeover
12.05 p.m. onwards	Discussion Forums: The new future in analytics
12.05 p.m. – 1.25 p.m.	Discussion Forum 1: India Unfolding: Analytics in Demographics and Interests
12.05 p.m. – 1.00 p.m.	To be moderated and addressed by Mr. Rajarshi Sengupta , Senior Director, Deloitte & Touche Consulting India Pvt. Ltd India is a consumer driven market, with consumer spending in the country projected to more than double by 2025. These days, the Indian consumer segment, broadly categorized into urban and rural markets, is attracting marketers from across the globe. Global corporations see India as a key market for the future. The growth in the country's consumer market is largely driven by a young working population with rising disposable income. If India sustains its current pace of growth for the foreseeable future, average household incomes will likely triple over the next twenty years and the country will become the world's fifth largest consumer economy by 2025.
	<ul style="list-style-type: none">• Mr. Chandan Chowdhury, Managing Director, Dassault Systemes• Prof. Pulak Ghosh, Quantitative Methods, Indian Institute of Management Bangalore (IIMB) & Advisor on high level Big Data Analytics, United Nations Secretary General, UN Global Pulse
1.00 p.m. – 1.25 p.m.	<ul style="list-style-type: none">• Presentation on Smart Cities Fuelling Analytics - Ms. Kasturi Bhattacharjee, Director-Industry and Society Head, Ericsson India Global Services Pvt. Ltd.• Presentation on Enabling the Foundation for Data – Smart City by Mr. B P Mukherjee, CEO - APAC Operations, Edgesoft Inc.

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1.25 p.m. – 2.00 p.m.	Lunch
2.00 p.m. – 3.40 p.m.	<p>Discussion Forum 2: The Opportunities and Innovations in Analytics</p> <p>To be moderated by Dr. Prithwis Mukerjee, Professor, Praxis Business School</p> <p>Executives know that the zeta bytes of data generated at ever-increasing speed in our digitized world have created the need, more than ever, for business analytics. Organizations are tapping into increasingly sophisticated analytics techniques to improve opportunities for growth, innovation and competitive advantage. Applying analytics technologies, tools, techniques and talent can transform dry facts and figures into strategic insights that deliver instant intelligence.</p> <p>Technocrats will discuss the latest innovations and opportunities in Analytics.</p> <ul style="list-style-type: none"> • Mr. Anil Modi, Co-Founder, Ananto • Mr. Malay Baral, Global MDM Lead& Business Information Lead for Kolkata, Capgemini • Mr. Kaushik Dey, General Manager-CSI Global Services-/Analytics, Big Data and BI Practice Leader/BUGS GSI BSS Competence Mgmt, Ericsson • Mr. Souvik Das, Associate Partner - Strategy & Analytics Centre of Competency, IBM India. • Mr. C N Raghupathi, Vice President & Head – India Business, Infosys • Mr. Arnab Basu, Partner, PricewaterhouseCoopers Pvt. Ltd.
3.40 p.m. – 3.45 p.m.	Changeover
3.45 p.m. – 5.05 p.m.	<p>Discussion Forum 3: Role of Institutions – The Key Partners</p> <p>To be moderated and addressed by Dr. Prithwis Mukerjee</p> <p>The goal of analytics is to derive and effectively communicate actionable insights from a vast quantity and variety of data. It covers a broad spectrum of activities, including data management and quality, mathematical and statistical methods for data modeling, and techniques for visualizing data in support of enterprise-wide decision making. There is a pressing need for professionals with strong quantitative skills coupled with an understanding of how analytics can be applied with speed and accuracy to the critical challenges facing organizations.</p> <p>Experts from Academia will share their perspectives.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr. A. S. Ramasastry, Director, IDRBT • Prof. Pulak Ghosh, Quantitative Methods, Indian Institute of Management Bangalore (IIMB) & Advisor on high level Big Data Analytics, United Nations Secretary General, UN Global Pulse
4.50 p.m. – 5.05 p.m.	<p>Perspectives: Kolkata as Analytics Destination</p> <ul style="list-style-type: none"> • Mr. Debdas Sen, CEO of the technology ventures, The Chatterjee Group
5.05 p.m. – 5.10 p.m.	Changeover
5.10 p.m. – 6.05 p.m.	Valedictory Session: 360 Degree Perspective- Policymakers to Enablers
5.10 p.m. – 5.15 p.m.	About the Vision: Mr. Kallol Datta , Immediate Past President, The Bengal Chamber & Chairman and Managing Director, Andrew Yule and Co Ltd
5.15 p.m. – 5.35 p.m.	A Special Address on the Journey through the contours of Knowledge City @ Bengal : The New Age Analytics Hub by Mr Dulal Mukherjee , Proprietor, Dulal Mukherjee & Associates
5.35 p.m. – 5.40 p.m.	Shri Debashis Sen, IAS , Principal Secretary, Urban Development and Town and Country Planning, Government of West Bengal & Chairman, WBHICDCO Ltd
5.40 p.m. – 6.00 p.m.	Janab Firhad Hakim , Hon'ble Minister-in-Charge, Municipal Affairs; Urban Development and Town and Country Planning, Government of West Bengal
6.00 p.m. – 6.05 p.m.	Conclusion
6.05 p.m.	<p>Networking Tea/Coffee & Enrolments for the Ideopolis</p> <ul style="list-style-type: none"> • FOR BUSINESS INTERESTS IN THE PROPOSED ANALYTICS CITY, PLEASE CONTACT THE BENGAL CHAMBER HELPDESK OR CALL ANGANA AT +91-9830251019